



Creation LVT ... Create Without Limits ... Create with Gerflor ...

A new chapter in design!

The NEW 2026 Creation LVT Collection is meticulously inspired by the latest interior design trends. It celebrates the timeless beauty of classics including natural wood and stone finishes, with the reinterpretation of modern textures and natural authentic realism. With this contemporary collection comprising of tiles and planks, Gerflor introduces a new generation of flooring shaped by creativity, comfort, and a lasting respect for the planet.

Available in 85 designs, 10 themed worlds, several technologies, multiple formats and sizes, the breath-taking Creation LVT range is ideal for designers and specifiers who wish to unleash their creativity. With endless possibilities, the Creation LVT collection is perfectly suited for a host of applications including housing, offices, hospitality, retail, public spaces and much more!

Exploring the beauty of raw materials, the stunning Creation LVT finishes help to showcase where wood and stone decors can bring warmth, depth, and character to any contemporary interior. Designed with precision to support life wherever it unfolds!

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Creation LVT can also be mixed and matched from ‘floor to floor’ or ‘floor to wall’ with Mural Revela wallcoverings, perfect for creating unique spaces that leave a lasting impression for all. Thoughtfully created to ensure that decors can be coordinated across a build environment.

Hannah Parkinson, Product Market Manager, comments ‘With the new 2026 Creation LVT collection, we’ve redefined what’s possible in design led flooring. This world class range brings together elevated design, exceptional durability, and effortless installation giving our customers the freedom to create spaces that feel both inspiring and enduring. It’s a collection built for the future, shaped by real world needs and our commitment to sustainable innovation.’

Inspiration behind the collection

The ten distinct design themes capture today’s aesthetic moods, from soft minimalism to expressive craftsmanship, including Scandinavian Oak, Natural Oak, Rustic Wood, Design Wood, Natural Stone, Parquetry, Concrete, Terrazzo, Geometric Tile & Luxurious Stone. From rustic grains and natural knots to polished stones and marbles, each design invites a closer look at the details that make materials feel alive.

Ultra-Natural Look & Feel

Each texture remains true to its raw origin, enhanced by high-definition finishes for a truly natural look and feel. Seven unique embossing’s mirror the character of the wood, while the unique ProtecShield™ finish reveals a soft matte surface that stays consistent in every light. Its velvety touch recalls oiled wood with a quiet nod to craftsmanship and refined simplicity.

Full Design Freedom

Creation was designed to make composition intuitive, whether it is from floor to floor, or floor to wall, offering specifiers full design freedom. Materials, tones, and patterns speak the same language, allowing seamless transitions between surfaces and styles. For the first time, the collection extends vertically through to Mural Revela, a matching wall covering collection, created to echo the designs, tones and textures for a harmonious synergy. The combination of Creation LVT with the Mural Revela finishes contributes to a continuous visual harmony, whether this is through subtle contrast or design coordination, turning spaces into complete, coherent and memorable interiors.

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Making Spaces Feel Naturally Good to Be In

The Creation LVT finishes are softer than stone yet warmer than a ceramic, and they bring comfort to every season. No cold shock in winter, no echo in the air, the collection brings ease to every step, with the added sense of calm and tranquillity to each interior, with a sense of well-being that begins with what lies beneath our feet.

Acoustic Innovation Built In

Creation LVT is available in a Clic Acoustic format (as well as dryback and looselay versions), which features two acoustic layers that work in harmony. One softens the sounds that live within a room, the other hushes the noise that travels between floors. Together, they bring comfort, quiet, and calm, both personal and shared. The Acoustic Top Layer brings balance within the room, cushioning footsteps and the Acoustic Back Layer goes even further, minimising sound transmission between floors.

Designed for Every Project

Creation LVT is equally suited for both renovation and new construction projects, completely adaptable and designed for any project. With a revolutionary 'Fold Down Clic' system, installation is faster for refurbishments, whilst the dryback version offers long-term stability for new projects. Creation comes in multiple tile and plank formats, including XL sizes, as well as smaller planks to cater for Herringbone or Hungarian point patterns, opening up new possibilities for composition.

Sustainability at Every Step

Made in Europe. Designed to care.

Engineered since 1985, Gerflor's European production ensures high and consistent standards, shorter transportation journeys and a lighter footprint, a simple way to stay connected and more sustainable.

Circular Innovation with a 'Lighter Impact'

The Creation Clic ranges contain an average of 33% recycled content and are 100% recyclable, with the Gerflor Second Life Program giving new purpose to off-cuts and end-of-life materials. The latest Clic Acoustic takes it even further by producing the product through an exclusive in-line process that's lighter, smarter, and achieves the best CO₂ footprint in its class.

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Water-Saving Innovation with revolutionary ProtecShield™.

Care continues long after installation. With its advanced ProtecShield™ surface treatment, water and detergent use are reduced, carbon impact is lowered, and floors stay cleaner for longer making practical sustainability beautifully visible.

Healthier Spaces, From the Ground Up.

With indoor air up to 100 times cleaner than required, walking noise below 79 dB, and designs inspired by biophilic principles, Creation connects sustainability with daily comfort for a more balanced way of living.

Finishing Touches, Perfectly Matched.

To complete the look, Creation range includes matching accessories such as skirtings, profiles, underlays and entrance mats which are all designed for a seamless finish and last durability. This All-in-One concept ensures that every detail matters, creating spaces that feel whole, balanced and beautifully resolved.

Let's Talk about Gerflor!

For more than 80 years, Gerflor has been designing, manufacturing and marketing innovative, decorative and sustainable solutions for floors, walls and finishes. Gerflor is a leading manufacturer of comprehensive contract interior products, including vinyl, linoleum, carpets, and rubber that are ideal for a host of applications and meet each customer's need across the contract and residential and sports markets. Gerflor Group achieved in 2024 a turnover of around 1,500 M€, operating in over 100 countries and employing 5,000 people.

Gerflor innovations help to create attractive, comfortable, and functional environments, as well as enhance and protect a vast range of interiors. Gerflor solutions are proven to enhance the longevity of a building whilst reducing long term maintenance costs. Gerflor works in partnership with a large array of sectors to ensure buildings are safe and accessible for all users.

Contact us for further information

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 01625 428 922, emailing contractuk@gerflor.com, or visiting gerflor.co.uk for the latest flooring and finishing innovations.

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